

Transcript of the Meeting between Div (Consultant) and Kyle (Client Representative)

Div (Consultant):

Thank you for meeting with me today, Kyle. I'm really excited to discuss how we can further improve Newdia's operations, marketing, and customer engagement. Let's dive into it!

Kyle (Client Representative):

Thanks for taking the time, Div. Things are going well at Newdia, and we've been seeing steady growth. We've got some exciting things on the horizon, but there are a few areas where I feel we could definitely make improvements, particularly when it comes to customer engagement.

Div (Consultant):

That's great to hear. To start, let's talk about your customer flow. When customers enter the store, what's the first thing they do, and how are you guiding them through the experience?

Kyle:

Once customers walk into Newdia, they generally get in line at the counter. However, we're seeing a fairly low conversion rate. Out of the 1,200 people who enter the store, we might only see around 800 transactions. That means roughly 400 people come in but don't make a purchase. We've noticed this discrepancy and are trying to find ways to improve.

Div (Consultant):

That's quite a gap. With such high foot traffic, it's definitely a challenge to convert those into sales. Are there any strategies you have in place to convert these customers who enter but leave without making a purchase?

Kyle:

Yes, we've implemented guides who walk around the store. Their role is to help customers, whether it's guiding them to a specific product or answering questions about what we offer. They act as hosts in the store, similar to how a hostess would at a restaurant. These guides help ensure customers feel comfortable and know where to go.

Div (Consultant):

It sounds like the guides play a critical role in the store experience. How effective are they in converting foot traffic into purchases?

Kyle:

We've noticed that about 20% of people actually engage with the guides. For the other 80%, they either head straight to the counter or just browse the store on their own. But for those 20%, the guides help significantly. They assist with product knowledge, navigating the store, and ensuring the customer feels comfortable in the environment. Without the guides, those customers would likely feel lost, especially first-timers.

Div (Consultant):

That's an interesting insight. So, it seems like the guides are helpful for some customers, but you're missing the opportunity to engage the other 80%. Do you see a difference in behavior between new customers and repeat customers in terms of how they engage with the store?

Kyle:

Yes, there's a clear difference. New customers tend to spend more time in the store. They're more likely to ask questions, engage with the guides, and explore different areas. On the other hand, repeat customers are usually more transactional. They already know what they want and tend to go straight to the counter without interacting much with the guides.

Div (Consultant):

That's a critical distinction. New customers are more engaged, while repeat customers are more focused on the transaction itself. Do you have any strategies in place to encourage repeat customers to engage more and return more frequently?

Kyle:

We're working on that. Right now, we use a loyalty program, and we try to encourage repeat customers through promotions or rewards. But we realize we need to do more to make their visits more engaging. Perhaps offering personalized rewards or exclusive deals could encourage them to explore more and return frequently.

Div (Consultant):

Personalized rewards are a great idea. You mentioned your loyalty program. How do you track customer behavior? Are you able to see how often customers come back, which products they purchase, and their overall engagement with the store?

Kyle:

We track all purchases through our point-of-sale system. On average, repeat customers return every 11 days, but we're still refining how we analyze this data. I think there's a lot more potential for us to increase the frequency of visits, but we need to better understand the triggers for repeat visits.

Div (Consultant):

So, while you're seeing some return visits, you believe there's potential to improve that frequency. Let's talk about your customer demographics. Do you track data on who your primary audience is?

Kyle:

Yes, we've got a pretty solid understanding of our demographics. Our main customers are college students, Red Sox fans, and local residents. We have data on their age, sex, area codes, and more. I'd be happy to share that with you so we can drill down into specifics.

Div (Consultant):

That data will be incredibly useful. Based on your insights, it seems like word of mouth is a big

driver of new customers. Are you using any other marketing channels or tactics to attract new customers?

Kyle:

Word of mouth is huge for us, especially with college students. They hear about us from their friends or others who've visited. Aside from that, we've been using creative marketing tactics like trash bin wraps. We've wrapped about 75 trash bins with our branding around high-traffic areas in Boston. This has increased our visibility, especially in neighborhoods with lots of foot traffic. We also try to stay active on Instagram, though Meta has been restrictive with cannabis-related content, so it's not the most effective platform for us.

Div (Consultant):

The trash bin wraps are a clever way to increase visibility! Have you considered asking your customers where they've heard about you? Perhaps through surveys or direct questions?

Kyle:

We haven't asked customers that directly yet, but we plan to send out surveys soon. We have a loyalty program, and we can use that to gather more data on how customers find out about us and which marketing channels are driving the most traffic.

Div (Consultant):

That will give you some valuable insights into what's working and what needs improvement. Moving forward, what are the top improvements or goals that you want to prioritize for Newdia before 2026?

Kyle:

We've identified two key goals: increasing the number of customers coming into the store and increasing the average transaction size. Right now, people are coming in, but we need more foot traffic. Additionally, we want to boost how much they spend once they're here. These two areas will be our main focus in the coming months.

Div (Consultant):

Increasing foot traffic and average cart size are crucial goals. Do you have any specific strategies in place to address these areas?

Kyle:

Yes, one key strategy we're focusing on is attracting more medical marijuana customers. They tend to spend more per transaction compared to other customers. For example, medical customers spend around \$65 per transaction, while students typically spend \$45. We offer them a 20% discount, which makes it an attractive option. We're planning to push this segment more aggressively in the future.

Div (Consultant):

Focusing on the medical cannabis market sounds like a great strategy. Is this segment fully tapped, or do you think there's still room for growth?

Kyle:

We've barely scratched the surface with the medical cannabis segment. There's a lot of room to grow here. We plan to target this segment more with specialized products and improved marketing efforts. The goal is to not only bring them in but to make sure they have a great experience with us.

Div (Consultant):

Expanding into the medical market could have a significant impact on your revenue. What do you expect the impact to be if you can effectively grow this segment?

Kyle:

The medical marijuana customers tend to spend much more per visit. If we can effectively target them, we expect to see a noticeable boost in revenue. Right now, that segment represents less than 1% of our total customers, so there's a lot of untapped potential there.

Div (Consultant):

That's very promising. Finally, what would you say has been the most successful campaign for Newdia in terms of bringing in new customers and increasing sales?

Kyle:

The pre-roll giveaway campaigns have been the most successful. We gave away free pre-rolls to college students and also ran a similar campaign for residents of Boston. This initiative really created a buzz and brought a lot of new customers to the store. It was a great way to generate excitement and get people through the door.

Div (Consultant):

That's an effective way to build excitement and loyalty in the community. As we wrap up, what would you say is your biggest priority for the next year?

Kyle:

Our biggest priority is to refine our customer engagement strategy and grow both our foot traffic and transaction value. We need to build stronger relationships with repeat customers and also capitalize on the opportunities with the medical cannabis segment.

Div (Consultant):

That sounds like a solid plan, Kyle. I'm excited to work with you on these strategies and help Newdia grow. Thank you again for your time today.

Kyle (Client Representative):

Thank you, Div! I look forward to seeing how we can work together to improve these aspects of Newdia. Let's definitely stay in touch!

Transcript of the Meeting between Rhea (Consultant) and Cristian (Customer)

Rhea: okay, so it's nice to meet you today. My name is Rhea, and I just want to understand your perspective about media as a company, and what makes you come back or keep purchasing? How many times you've purchased, your overall experience with it. So I'm gonna try to break it down into a couple of parts. One is customer experience, and then your loyalty. And then we'll go into like, pain points of the company.

Customer: Okay, sounds good.

Rhea: yeah, let's just start with your experience with it, like, how did you end up there, or where did you hear about it?

Customer: Yeah, so I think mainly just from, you know, going out on Fenway with friends, you know, right on Lansdowne there is kind of how I stumbled upon it. And then, you know, I had actually seen, throughout some of the city, there's, I think, posts on lamp posts and that sort of thing. So I had seen that it was like get a free J {joint} or something at the beginning. I think was in September or something. Okay, so I'd seen those before. I'm like that seems pretty interesting. And then just by, kind of by nature of being on Lansdowne and kind of like, spur of the moment kind of purchase so let's go check it out, see what's happening in there. Okay, so that was kind of how I was initially introduced to New Dia.

Rhea: Were you like in the area when you purchased it? Or did you make a specific trip to get there?

Customer: Yeah, so primarily in just when I was in the area, like, you know, I meet up with some friends of Questrom on Lansdowne; because, when I have bought in the past at other places, it's mainly just out of convenience. So, I usually go to this place in Medford, closer to me, just because I don't want to go into the city to get to get anything So usually, if I have been in the city or close to the city, then Newdia's probably okay.

Rhea: So is, would you say location is something that's important when you make purchases, or, like, what kind of things influence you to make any purchase, not just specifically to Newdia, but for cannabis in general?

Customer: Yeah, generally, location, I think, is definitely really important. I don't want to go that far, like, to get anything? Yeah, I'm not, like, super picky about, you know, options about what's there? So kind of mainly location and, like, prices generally. But I found that prices kind of are pretty standard across a lot of the dispensaries around here. So there's not really anything that's really drawing me to one place or another, but mainly location, I think, is, is a big factor.

Rhea: Okay, and if you don't mind sharing like, what location do you live in at the moment?

Customer: Medford.

Rhea: Medford. Okay, so you said that you saw like promotions of like a free J- was that what triggered you to actually go there? Were you already thinking about going there before that, just because people were talking about it, or was it that specific thing?

Customer: Yeah, I don't know if that was the trigger necessarily. I think it definitely helped put the company in my mind for sure, like, oh, wait, that's pretty cool, actually, that they're offering that. And I'd actually, if I'd been any closer, I probably would have gone and, you know, checked out the promo, and that actually probably would have gotten me into the store. But I think just by location, me being like, 30 minutes away made it difficult for me to actually act on that.

Rhea: Okay. Yeah. Since that day when you made that purchase? How often do you go back? Or do you go back?

Customer: Yeah, so I think I've been to Nedia three times at this point. My usage of cannabis is not, like, very regular. It's usually, like, maybe once every two months. It's more of a celebration for me. When I do choose to, like, consume, like, any sort of cannabis product- it's more of like a like, a celebration. "Oh, I just finished semester or something". Or like, "oh, it's been like, a particularly long, like, month or two". Like, let me just, like, smoke something real quick. So, so not regular, but okay, I have been at least three times I think.

Rhea: Okay, so like, let's touch on that a bit more. Do you smoke usually with other people, alone, or, like, what is your preferred method?

Customer: Yeah, so definitely- I personally prefer smoking, and it depends. There are sometimes when I want to smoke by myself and, like, listen to music and just chill out. I think that's a nice way to unwind. Other times it's nice- sometimes I'll smoke my brother, like my roommates and that sort of thing. But I think it really depends on the mood for me. Like, sometimes I think more often than not, I'll choose to smoke by myself. But then if I'm taking, like, edibles or something, then that'll be with a group.

Rhea: Okay, I'm literally, I'm the same way. Yeah, okay, but that's nice, yeah.

So when you visited Newdia for the first time, what was your impression of it? Tell me your thought process when you walked in. What surprised you?

Customer: Yeah, absolutely, I think I was really surprised by kind of the size of it, like, I walk in and it's like, they've got one level with some, like, glass cases of some product, and then you go down another level, and they've got like, the whole like setup, and then they've got like, a, it looks like, from what I remember, like a hangout area. Like, I think they've got like, cornhole and that sort of thing. So it's, like, a massive space. So I was really impressed by, like, you know, the size they had there. And, I don't know, I don't know, I think that was the main thing I noticed from my experience there, just kind of how big the space was, okay? And then I think, kind of on that (topic), I kind of remember saying to some friends, like, "What do people use this space for?" You know, I think that was my, one of my initial reactions, like, I'm like, "Why would you hang out

in such a large space with maybe people you don't know?" And also, like, "Are you allowed to, you know, take product and are you allowed to smoke in here?" Like, kind of, what the protocol and use actually was of the space, since it was so large.

Rhea: okay, so it wasn't really clear that- could you use the space to smoke together with people, or what exactly was going on?

Customer: Yeah, yeah. Maybe I had, maybe I wasn't as observed as I could have been. But I think definitely when I went and I was like, I'm not sure if this is like, like, a safe use space kind of thing, or, like, if it's just like a place to chill and gather otherwise, you know. So I think that was a little unclear in the space of, like, what we could actually do there, okay? And I was like, it'd be kind of cool, you know, to hang out if you had, like, a place to, like, socially smoke, like, that's not at home, or, yeah, you know, like in a park or something. So, like, kind of having it, like a different space for it, I think would be really cool. But it was unclear if that was that space.

Rhea: Is that something that that feature that Newdia has- have you seen anything like that or just unique features, I would say, in other dispensaries? Or was this something that you've seen for the first time- like the big space?

Customer: Yeah, I think generally it was something that was unique to Dia. I would say the overall layout, like with the glass cases and then, like the walk, like the register and bottom, that sort of thing was pretty standard. But I think just the expansion of like, having like, I think also like little basketball hoops and that sort of thing, so like, kind of having activities in the space was something that I hadn't seen before.

Rhea: Okay, okay, so from my experience of smoking- I'm a person who usually just, regardless of what strain it is, I usually just, I may be with people, but I'm not much of a talker. So, like that kind of space may, like I have certain feelings towards that space, the sense that I may not enjoy that because, you know, I just rather be like, with people I'm comfortable with. What is your experience? Is that, because you mentioned social smoking, which is not in a park, is that something you'd be interested in, like maybe meeting new people, or how would you use that space, if it was up to you.

Customer: Yeah. So I think for me, I do like smoking with other people. I guess I would tend to lean towards smoking by myself, or, like, very small groups, so not necessarily meeting new people in that kind of way. I think for me, taking edibles and then like, kind of having, like, a social space to hang out with. It's pretty cool. Like, I don't mind, like, going out, like, with friends, and like, taking a couple of edibles and having a place like that. Like, honestly, I'll be very social when I take edibles, but when I smoke, not as much. Okay, so in that kind of context, I think taking edibles and then, like, having a Hangout, chill space and then if there are snacks or something, you know, I think it's something that would be, I would be interested in snacks.

Rhea: Yeah, that's definitely a selling point.

Customer: right.

Rhea: Okay, so you mentioned, like, you use edibles and joints. Are there any other products that you dabble in or are interested in, specifically, something that you've seen at Newdia, maybe?

Customer: Let me think (mumbles) What do people like- like the wax pen, oh, yes, yes. And those sorts of things I've definitely been interested in that. I know my friends have them. You know, California, like, back in high school, like, that was a big thing. So definitely, like, those sorts of things are interesting to me. But I also don't- I feel like I'm I'd rather just have, like, the flower generally, yeah, okay. Like, also, like, looking at the case they've got, like, the big packs is, like, the really high end ones like this would be interesting. But also, don't want to spend that much money on, ya, know. But generally, I don't tend to stray from whatever, you know.

Rhea: Okay, yeah, so you're, would you define- would you call yourself more of like, maybe not loyal to a specific product, but you find comfort in repeating something versus trying something new? What would you say?

Customer: Yeah, yeah, I would definitely say that- I don't think I'm loyal to like, a specific like, any sort of brand or anything. I think just like the product itself, like, like, I don't think I would like, I mainly go for J's (joint) or any kind of, like, gummy edible, primarily.

Rhea: Okay, if there was, you know, referring back to, like the free J (joint) at the beginning, that you mentioned, if there were some sort of, like deals or discounts on other products that were outside your typical use, would you be more inclined to trying it?

Customer: Hmm, that's an interesting question. Actually.

Rhea: Like, let's think of like some of the other products you mentioned. I don't know what other products are there? What other forms?

Customer: Yeah, no, I do know what you mean. But I think generally, when I go in, I usually have, like, I already know what I'm gonna purchase. Like, I have an intent to purchase of like, like, I already know what I'm gonna purchase, you know. Like, I don't think, you know, promo to try something WITH, something I already have, like, tried, you know. So, like, if I'm, like, gonna get J (joint), like, and oh, you could get, like, this gummy (with it) as well. Then, like, okay, yeah! Like, absolutely. And then, like, one of their promos was, like, buy 1 J get a free J, which is, I think was one of the things. And I'm like, Okay, well, yeah, obviously I'm gonna do that.

Rhea: No, definitely. I'm not sure how often they have their promotions, have you utilized their promotions frequently whenever there is one?

Customer: Yeah, I know they, I don't know if this is a like, recurring promotion or, like, you know, one that that's like, year round or anything, but they do one, like, if you show your student ID, you get a free joint. So I used that last time. Like, oh, that's pretty cool.

And like, their customer service has also been, like, kind of a highlight, too. Yeah, they were always super friendly. And, like, I was, like, getting this they, like, you, like, can get this other joint. And I'm like, well, like, which one should I get into? Like, give me, like, a whole nice recommendation. Like, they're like, what do you what would you like? Kind of like, what strains you like? I'm like, hybrid, she's like, what kind of flavor, whatever. So, like, it was very customized to kind of what, okay, they thought I wanted, and I thought it was a good recommendation too.

Rhea: Okay, that's good. You said you visited a couple of others. Do you get similar service at those as well? Like, comparable or is there, was there anything different?

Customer: Yeah, I would say it's fairly comparable. I think most of the services have been to they're kind of usually willing to help out and, like, kind of, if you're like. So I don't obviously use weed like regularly so like, I think they're always like, willing to help me out. Like, kind of figure out what I want. But I will say that I was particularly impressed that newdia was kind of how friendly they are.

Rhea: Cuz I feel like I I've been using for a while, but I still go in- I don't know you tell me what's good.

Customer; Exactly. I don't know that much like, yeah.

Rhea: Okay, so I think we touched on your experience with it. Is there anything else you want to add about your overall experience purchasing from them? Were there any things have you ever come across a moment where you were like, Oh, I didn't like that, or this could have been done a little bit better?

Customer: Let me think. Nothing comes to mind immediately, kind of like about my experience at newdia specifically.

Rhea: you could tell me, you could tell me about like, anywhere in general.

Customer: I'm trying to think, I don't think I've ever had, like, a particularly negative experience that stands out, like, maybe, if I'm somewhere, like, maybe their customer service, just like, kind of, maybe indifferent to a degree, which isn't something I've experienced at New dia but otherwise, I don't think there's anything that's been like, "Ooh, I did not, like, have a positive experience walking into this place or anything".

Rhea: Okay, what about, like, maybe, maybe I'll broaden the question more. What about just buying cannabis in general? Is there any part of the process from, like, going to the dispensary or thinking about the fact that you're gonna go, is there anything in that process? Do you have, like, a frustrated moment or just, like, something that makes you think twice? Yeah, I think, for me, is just, like, the whole cash thing, like, I think, like, like, having to pick a card and then, like, actually, let me just withdraw like 20 bucks and, like, refund you, like, the extra, like, \$5 or whatever, like,

Rhea: Oh, yeah.

Customer: Like, like, if you're paying a card, it's kind of a pain, and I don't know, I think that's that seems to be a fairly standard practice across other dispensaries, where they're, like, they can't, like, like, they have to, like, take it in cash, yeah, yeah, which is a little annoying. Like, I'd rather like, not but, yeah, I think that's like, the main thing that kind of just, it doesn't bother me, just kind of like, and it doesn't deter me necessarily, either. It's just, like, just just slightly annoying.

Rhea: Yeah, it'd be better if it wasn't there.

Customer: Yeah

Rhea: Okay. But does Newdia have like, an ATM in there?

Customer: I can't remember. I would imagine they do, but I don't remember seeing.

Rhea: That's totally fine. Something to think about.

And in terms of, have you ever used like delivery service?

Customer: Um, I have not.

Rhea: Would you know, just, would you be interested in that type of service?

Customer: So I guess I can answer this, kind of more broadly, too. And speaking of general delivery, yeah, since I have my car, I find it significantly less useful to pay for delivery. I'd rather just take the time out of my day to go instead of spending like another, like, \$10- \$15 like, you know, DoorDash, right? Yeah, it'll add like, \$10-\$15 on your order. I'm like, I'm not paying like \$35 like a Chipotle burrito if I can go like five, like minutes down the block and get it for like \$15, you know, that's like, so, yeah, for me, I think, and then translating that to, like, cannabis, I don't think I would go out of my way, unless, if I was already, like, intoxicated or something.

Rhea: that's fair.

Customer: Yeah, I think, I think that would be a particular case. If I'd like, been drinking, I'm like, You know what? Actually, I really wanted a Joint tonight too. And then, like, then I would probably, like, be more interested or more inclined, to make that sort of decision. But I think generally, if I'm, like, if I'm planning to, like, use that right then, like, I won't, yeah, I'll just go in person.

Rhea: Okay, yeah. Are you usually more towards the planning side? Like, do you usually mostly plan your sessions?

Customer: Yeah, that's interesting. Again, it depends.

Well, actually, I guess for more, more or less, it's more spontaneous. Okay, I think definitely when I've been over in, like at Newdia, when I've gone to New dia, they've been particularly spontaneous because we'll be, it'll be like a group of friends, and like, we're been drinking, and we'll go out, like, on Lansdowne. I'm like, You know what? Like, a joint would be really nice. Like, my friend was like, like, let's just get edibles. I'm like, sure. Like, yeah. Like, I won't say no, definitely. So it's more or less spontaneous. Sometimes I'll like, pick up, like, like a J or two, and then, like, save it for like, a little while, like, okay, like, I'll have it, like, maybe at the end of this week, then, right? But more or less, like, like, the like, the actual act of purchasing is fairly spontaneous.

Rhea: Yeah, I think, um, if you don't have any pain points or like, areas of improvement and just your experience, then I can move towards, like, my last question, which is whether you have any questions for me?

Customer: for you?

Rhea: Specific about the project, or like, It could be, yeah, anything the project, or just curiosity.

Customer: Have you been to Newdia?

Rhea: No, I need to go this week. I'm very curious. Actually. Now I feel like I don't purchase very often, and my tolerance is also extremely low. So my frequency of purchase is not that frequent, right? So I do tend to have, like, a stash put aside that I use for like a month or two months, actually. But I do like the fact that, like, there's a unique concept in there. And that's just like, makes me curious, because I'm like, it the whole process of smoking can sometimes feel like the same every time. Yeah, so something like different would be interesting, you know.

Customer: Yeah, I definitely agree, yeah. I think it's really cool. I think they've got a really cool space. And, yeah, have a lot of potential. I think I was talking with friends like this, a lot of potential back like this, a lot of potential down here. Like, if those was actually like a like, a really neat social space.

Rhea: Do you have any ideas of potential that you were thinking about, or just in general, for that space?

Customer: Yeah, I don't know. I think, I think a lot of it just depends on, like, the type of user you want to bring in. Like, I don't know. It seemed like there's like, I don't know, because you think it seems like gave me similar vibes, like, you know, like a beer garden. Like, we come in, you have, like, some activities to do. And like, while you're doing activities, you sip on your beer and that sort of thing. So I think kind of having that social aspect and kind of replicated with cannabis would be pretty cool. I don't really know how you go about that and get people in.

Rhea: Would you like, use that space during the day or, like, because you said you usually purchase spontaneously after you've had some drinks with your friends. So like, after, say, you go out for drinks and you want to purchase, you go there. Would you consider sitting there and hanging out after purchasing?

Customer: I think so, yeah. So actually, I was thinking about it. Yes, I would. I think one of the also, like, I think if it was closer to being like, you know, like, like a hash bar, or something, you know, like something a little more intimate and low key, like, I think you go in there, it's like a big warehouse and, like, it was, like, big bright lights, you know, or, yeah, it just was very open, very like, bright so, I think if you had, like, a smaller, like, tucked away place that was, like a little more chill, you know, more like more chill music too, that felt like more of like a separate space from, like the whole warehouse like yeah vibe thing with something.

Rhea: like little cubbies where you can just have your own group, you know, like, it's kind Of like, you're not booking the spot, but it's your spot in that warehouse?

Customer: yeah, as you said. That was actually really, really neat idea, yeah, yeah. So definitely having like, a smaller, smaller space, like, where you and your friends can hang out, necessarily, like, as big as, like, you know, like a beer garden, it's very open, like, very exposed. But I think having like, smaller, like, yeah, like booths or something like, where you and your friends can hang out and like, Yeah, after purchase, for sure, I think, I think that'd be really neat idea.

Rhea: okay, and yeah, just one more question, because we were talking about this. I do know that they do a lot of reselling for clothes and sneakers.

Customer: Oh?

Rhea: are you familiar with that or?

Customer: No, I actually had no idea. Oh, cool idea. So they like, so, like, what happens?

Rhea: From what I understand, they just have, you know how like you can customize sneakers, and then they resell it. So there's a bunch of those displayed, and then there's, like, local streetwear or, like, not name brand, but just kind of from different kinds of small businesses or

people, and they sell that to you, or they have that for you to buy while you're there. So is that something that would make your experience better? Or would, is that something you wouldn't even look at while you're there?

Customer: Yeah,so I think so now that you do mention it, I think I have seen like, those sorts of like clothes there, and I did not pay any attention. Like, I think it was like a nice like, I thought they were kind of like for decoration, that sort of thing, as opposed to, they're actually selling them. So I think that was, like, kind of my main perception of that, yeah. But I don't think I would go in there and like, like, for that, you know, I think it's, I think it's a really cool shoe. Like, I think inherently, it's like a really cool idea to support those, like, kind of local, yeah, artists and, like, vendors and that sort of thing. But I don't, I think, I think the fact that they do that would influence my decision to go and buy cannabis from them, but not to buy the, yeah, like, shoes or clothes or anything that's really interesting. Yeah, okay, I think, I think seeing that they're doing something good for the community. Yeah, have or so working to support the community is something that's kind of important, yeah, and would influence me to go there over maybe another place.

Rhea: okay, yeah, those are all my questions. If you don't have any, then we can close out. Thank you so much for your time and your insight. I will keep in touch if I need any more information.

Customer: Awesome.

Rhea: Thank you so much. Bye.

Transcript of the Meeting between Magdalena (Consultant) and Dan (Customer)

Speaker 1 0:00

Thank you. How was LinkedIn yesterday? Did everything go well?

Speaker 2 0:06

It was awesome. Yeah, I'm, like, really happy with how it turned out. I think, like, the event went super smoothly. I think everybody who participated, from like, the org perspective, was really satisfied with what we delivered nice all the teams really worked well together. Like it was, it was awesome.

Speaker 1 0:25

Cool, great to hear. Nice. And now you're getting ready for Super Bowl.

Speaker 2 0:28

Yeah, I'm making like this, like, pretzel beer cheese dip. So I have like, my cast iron pan, and I'm gonna line the cast iron with like, balls of like dough that I like, pretzelize. Oh, gonna be like a dip thing. It's gonna be extravagant.

Speaker 1 0:44

Wow, sounds great. So yes, thank you for taking the time then on such a busy weekend for you.

Speaker 2 0:52

Oh, yeah, no, this is fun for me. I'm having a good time.

Speaker 1 0:56

All right, great. Yeah, because we are, like, it's I know that Soleha also texted you, so we are in a team on the data driven marketing decisions class, and we're basically working together with a client to do some market research for them. And our client is Newdia, so we were looking for people who have shopped at New dia before, and I understood you have right, that's correct. Cool. Um, so do you want to tell me anything about this? Like, how was your experience, like? Do you go there regularly? Or was it just a one time purchase?

Speaker 2 1:35

Yeah, I went there one time, but I was, like, pretty impressed by it. Have you visited?

Speaker 1 1:40

No, I haven't. I need to go there.

Speaker 2 1:44

So it's, it's like, enormous. So apparently they market it as, like, the largest dispensary on the East Coast. I'm not sure if that's true, but I believed it, because it was massive. If you walk down

the stAyr, it's right on Lansdowne street, across from Fenway. Yeah. And you walk downstAyr and, like, there's like, several booths that are there, like, almost like little individual shops, right? Like that have brands. It's just a very, it's like a large place. And I was just, like, initially, very impressed by it.

Speaker 1 2:19

Okay, initially, and then it turned like, worse?

Unknown Speaker 2:24

Oh no, sorry. I mean, like, my very first impression was like, Oh, wow.

Speaker 1 2:27

Okay, yeah, I see. I mean, it was good. Yeah. They're also, like, promoting themselves, not as, like a standard dispensary, but more like as this cannabis mall, and they have, like, all those different services that they provide. So they have like clothes, and they have like the socializing, like event space. So, yeah, I also feel like just from looking at their website and talking to them, that there's a lot going on, but what, what was like? Were you just there to buy some weed, or did you also or, like, edibles, or whatever, or were you also using some other services?

Speaker 2 3:05

So we were gonna go, we went there before a concert that was happening at MGM. So we're like, oh, you know what, let's go pick up a joint. And we like, walked around and smoked it. So we really just stopped in there, just to buy joints, I think. But then we were in there, and we found ourselves, like, just exploring, because it was just like your traditional dispensary is just, they're all kind of the same, like you walk in, you have your menu, you have, like a glass case of all whatever's in there, and you're kind of in and out. I see it's definitely a different experience that they're trying to go for here.

Speaker 1 3:41

But then you have not decided to go back after that, right? Because you only went there once. Were there any specific reasons for that, or is it?

Speaker 2 3:51

Yeah, it's just not like where I live, you know? So I have, I just happen to be in the right place, the right time to go there. But it's not to say that I would never go back. Like, it just happened. It has to just be, like, almost situational for me.

Speaker 1 4:05

Yeah, because, like, normally, do you have, like, your standard dispensary to go to? Like, are you a loyal customer? Or is it also like, yeah, wherever you are right now.

Speaker 2 4:17

So yeah. So I go to Ethos and Ayr, they're both in Watertown, so, like, they're just convenient for me. They're so close, um, but I actually have thoughts on my experience at Ethos versus Ayr, too.

Speaker 1 4:30

Yeah, feel free to share.

Speaker 2 4:32

You go to ethos and you're kind of, like, on your own, okay? You're like, like, here's, here's your products. Like, I like, I like this stuff, but like, I don't know a whole lot like, so I don't know, like, what brand is good or what I should go for. So you kind of have to, like, make these decisions a little uninformed, whereas if Ayr, like, there's somebody at the counter, like, if I have a question, like, they're very good at talking me through something. It's a little more, like, it's like, more customer service, which I appreciate, because I don't I, you know, like, this is only, like, the edible stuff has only been like a real thing for a few years, so there's still stuff I don't know.

Speaker 1 5:17

Alright so, yeah, what do you normally consume then? Is, like joints, or also other kind of things.

Speaker 2 5:24

What I do is I buy just a flower, and then I buy, like, all the stuff you need to roll a joint, and I roll my own joints, less expensive, and I can roll smaller ones, because the joints that they sell are all like a gram of weed per joint. That's way more than I need, like, as one person, or even like my fiance and I will, like, will roll like a really small one and go on the porch.

Unknown Speaker 5:50

I see, okay, that's interesting.

Speaker 2 5:55

The joint is a little too much. So I buy the flower, and then we buy the edibles, like a little five milligram like gummy edibles.

Speaker 1 6:00

Okay, and how was your experience then, at, like, Newdia, did you get some kind of advice there? And, like, the consultation that you said you get at Ayr, or did you not need it at that time?

Speaker 2 6:22

Maybe also at the time I didn't need it for what I was getting, because, like, I know, a very simple transaction, I'm like, okay, yeah, you gonna join? I go and buy it, I leave. But if I remember correctly, they have like, display cases that show you the actual product, like the actual flower, which is not what a lot of other places do. And I really like that.

Speaker 1 6:41

Okay, yeah, good to know.

Speaker 2 6:44

because what happens sometimes is, like, you'll buy something, and you'll buy like, a, you know, whatever, and it's not cheap, right? Like, you maybe spend like \$50 on it, and it's like, old or dry, because you never got to see it. So that's, I think there's a law in Massachusetts that prevents that, because I went to Colorado and I could actually, like, touch and feel it and be like, Oh, this is good. Let me buy this.

Speaker 1 7:14

Oh, that's interesting, because apparently at Newdia, they are allowed to do it, or at least, like, showcase it. But that's something that is super interesting, yeah.

Speaker 2 7:24

I don't remember if you could, like, physically touch it, but maybe if you let you see it like that gives you an indication that, like, a better indication than you would have normally, if you can't see it, right?

Speaker 1 7:34

Yeah, no, for sure. Um, I mean also, like, touching that. Like, what are the factors that make you buy? Is it the price or service, or like the product selection, or also like the impression you have like when you see it? Are there any specific characteristics that you're looking for when buying weed?

Speaker 2 7:58

So I like so they they define it as like indica or sativa. And like, traditionally, they say like indica is like, really, like, kind of like a sedative, almost like you'll fall asleep, and sativa is more like stimulating. And I don't like to fall asleep immediately, so I only go like sativa or hybrid, okay, um. And then what was the rest of the what was the rest of the what was the rest of the question?

Speaker 1 8:22

Um, are you looking for some other like, do you care about price? Or, we already talked that location is important for you. Um, like, what's most convenient. But would you also, yeah, do you also make differences when it comes to price? Or, like, have you ever considered, like, ordering it online, things like that?

Speaker 2 8:45

Um, I've never gone to order it online only because it's just so close to me. Like, yeah, I forgot there's a third one. It's called cush groove. It's right next to the supermarket. So, like, I can go to this car market, you know, put my bags in the car, and then, like, literally next door. They share like a building all right there, and it's very convenient for me.

Speaker 1 9:09

Sure, yeah, um, have you? I mean, you have bought, like, a very different product, I feel like that. So you, as you have bought a joint at Newdia. It's not what you typically do. But what was your impression on pricing. Do you have, like, was it like, more expensive or good price value? Do you have still memories of that?

Speaker 2 9:34

Yeah, I don't have, like, a particular memory of like, Oh, wow. This is really expensive, or even the opposite, like, wow, this is cheap. Like, I feel like it's all pretty standard. As far as, like, you buy, like, the individual joint. I think it's like, was it like, \$10 or 15? I forget exactly how much it's I spent, but it was, it was not much.

Speaker 1 9:58

And is it something that you normally care about, or is it more like, which kind of product you buy? And then you rather think about other characteristics and price.

Speaker 2 10:11

I think price is actually pretty important, like, what Kush groove will do is they have, like, an offer. It was like, build your own house for like, \$100 and that's like, amazing value, like, you get a ton, and I don't really consume it very quickly. So that lasts me, like, a couple months.

Speaker 1 10:29

I see. When we talked to Newdia, they also told us that when they have new customers, they make them sign a form with all kinds of information. I mean, as you were going there with a group of friends, I'm not sure if you were the person actually buying it, but did you need to fill anything?

Speaker 2 10:52

Not that I remember specifically, like, is it just like contact information to get you on, like, an email list? I don't think I did that.

Speaker 1 11:03

Okay, because that would have been a follow up question. Like, if you get some frequent promotions for them or because it feels like they are doing quite some on the marketing side. But apparently it hasn't made you go back to them. But of course, if you don't get any emails, then how should it? But was there really anything why you said, like, I need to go back to Newdia or is it really that the others are just more convenient, so there's not really a reason for you to go back?

Speaker 2 11:36

Yeah, I would be really going out of my way to go there. So just like, personally, if I lived in Fenway, If I lived nearby, like, yeah, I would love to go back and, like, I'd probably make that my regular spot. For me, it was, like, just a combination of factors. One, I didn't have anything on me when we were out. Like, I would normally, I have this little, it looks like a little test tube where you screw top, and I put like, one joint in there, so I didn't have that on me, and I was nearby.

And then we were like, oh, like, there's a, I didn't realize there was a dispensary here on Lansdowne Street. Let's go. We have time. Let's go check that. So we do, and then we're all, like, really impressed. Like, it was, it was a cool place. Yeah.

Speaker 1 12:28

I mean, that's also one thing that they really build on, like their location, because there are the concerts nearby. There is Fenway nearby, and then, of course, there is a ton of college students. So that's definitely something that they're looking at. It also feels like they have different kind of seasons, depending on the baseball season and things like that. So I think that's really one of their points they focus on, their location, and that there's like, a lot of like walk in customers.

Speaker 2 13:03

Like, just sporadic, like, random walk, yeah, walk in business. That's just kind of like, spur the moment, correct? Yeah, that makes sense to me. Like, I kind of get that like assume people do, like, what else are you going to Lansdowne Street, right?

Speaker 1 13:21

No, true, yeah, for sure. Um, going back or going a bit away from Newdia and about your general weed consumption, you already told me quite some um, but I was, interested when you're buying weed. Like, is there something that kind of bothers you or annoys you. We already talked about how you can very often not see what what you actually are buying before buying it. But is there anything else that makes it kind of annoying?

Speaker 2 13:58

Hmm, I think that's my biggest thing, because, like, then, you know, like, you don't open it until you get home, and then you're like, oh shit. Like, this is kind of old and it's a little dry or something like that. That can be the biggest like, disappointment. And just like, the lack of, the transparency there sometimes just because of the law. But like, nothing, like really overly frustrates me about it. It's kind a quick transaction.

Speaker 1 14:31

I see. So you, you're also like, I mean, you're looking for them helping you to select something. But you're not looking for, like, a superior service level, or like the nicest shop. It's really just like, getting buy the stuff and get out again, right?

Speaker 2 14:49

Yeah, like, I treat it like, you know, like going to buy beer, wine. It's like, okay, what do you have? It's really, I see that as. The exact same, like frame of mind.

Speaker 1 15:05

And then how often would you typically go in? Because, you also told me about this like deal where you buy, like, a bigger volume and then have it for quite some time. So how often would you say, Do you purchase weed?

Speaker 2 15:20

Actually, probably once every, like three months, because I buy, like, pretty large quantity. When I buy it like, because there are these deals, it just makes sense for me to buy a bunch and then, you know, not need to go back for a while.

Unknown Speaker 15:39

I see that makes sense.

Speaker 1 15:43

Have you ever kind of felt like, uncomfortable or unwelcome in a dispensary?

Speaker 2 15:52

No, I think, I think maybe, like at the first few times, like I was kind of like, maybe just like out of my element, like I didn't know what I didn't know. Yeah, so like, at Ethos, you have to, like, use the touchscreen to order it. And I'm like, How the fuck does this work? Gotta, like, learn this whole new thing like that. That was, like, a, kind of, like a frustration point where I'm like, There's people behind the desk and like, all they're doing is filling the order, but like, they forced me to go over to a kiosk and make my order, like, that's, like, just a little unintuitive to me.

Speaker 1 16:32

Yeah, no, that makes sense. And yeah, it's, I guess it would also be the case for like, first time users, especially, or like, people who don't buy weed, like, very frequently. Oh sure, where they I would think, like, maybe college students would be like that, at least like in the beginning, because something also like Newdia told us, just to give you some kind of insights. Like, for them, they say, basically, every year there's a new like, crew or like group of potential customers, with people turning 21 sure, and then probably like those people would need some more support for their first purchases, at least. So that's like interesting to hear how it works with other dispensaries, and maybe how Newdia could actually help their customers to have a better, like, shopping experience.

Speaker 2 17:26

Yeah, I think definitely, like, there's, there is a lot of like unknowns for new people who are into it. Like, yeah, like, is this the right potency? What is this kind of like? Are there differences in how this maybe necessarily feels? Like, if somebody could talk you through that as a new customer, that I think would be really good. And I, I specifically remember when I went to Ayr, which is spelled a Y r, by the way, if you're going to ever, like, use, like, a, you know, competitive evaluation, awesome. Thank you. That up. I specifically was like, you know, that was great, because the guy talked me through this. I had a couple questions, and he talked through stuff and made, like, a couple of recommendations based on what we talked about. Like, wow, I'm more likely these are equidistant for me. Like, next time I go, I'm gonna go there.

Speaker 1 18:16

Sure, yeah, totally, I understand that. Um, yeah, that's very interesting to hear. Um, I just had one question on my mind, but it slipped, so let me see. What else you were such a great interview partner so far, I didn't need to, like, ask a ton of questions.

Speaker 2 18:40

Yeah, no. Sales guy, so I know how to ask and answer questions,

Speaker 1 18:52

I guess, like you also have, not because I told you that Newdia also had, like this event space and stuff like, but as you normally go to dispensaries. Like, have you ever thought about, like, hosting a party, like a birthday party, or, like, something at a dispensary kind of place? Or would you ever consider that

Speaker 2 19:16

if there was enough to do, like, can you tell me what else they have? Like, they have the event space. But like, they have, like, a skateboard thing in there.

Speaker 1 19:24

Um, they do have, like, they do have a clothing store. And then what I understood is that they also had, like, have some gaming stuff there, and things like that.

Speaker 2 19:34

Oh, interesting. So you can, like, actually hang out there, as opposed to just like, yeah, that's what I'm just like, a big warehouse or anything, okay? Um, yeah, I think, I think I would, because then that gets kind of into the territory of, like a cannabis Cafe, which I know there's like conversation about, like, I think about Amsterdam, like, oh yeah, there's things like that, yeah. And it's like a lounge. Um, there's food you can get, like, a beer as well. I think, like, that's, I mean, that seems cool only because it doesn't exist right now. Like, or at least, like, I just don't think about it as an option.

Speaker 1 20:17

Yeah. I mean, they also have events that they host, which is like, more in, like, music, in the music scene. Have you heard of that before? Or it's, like, totally new to you now that I'm telling you, I think,

Speaker 2 20:32

I think a guy who was working there the day we went in there told us briefly about it, because it was pretty new when we went in. Yeah. So I have, like, you know, very little familiarity, but I'm aware of it, I guess.

Speaker 1 20:48

Okay, yeah, all right, yeah. I think it opened in 2023, so it's, yeah, it's rather fresh.

Speaker 2 20:53

Yeah, it was like, brand, brand new. When I went, Yeah, cool.

Speaker 1 21:01

Um, yeah, I think actually, you you answered all my questions. Okay, perfect. Yeah, it was like, sn, so easy. Thank you so much for taking the time and answering my questions. Yeah, in a few weeks, probably we will also send out a link to a survey. I'm sure we're gonna put that in the MBA chat. So yeah, maybe then we will need your expertise again. But for now, thank you so much. It was great talking to you.

Speaker 2 21:32

Yeah, absolutely, you too. You coming in tomorrow? I sue. Yes, I do. All right, probably see you then,

Speaker 1 21:38

all right, see you tomorrow and have fun at the Super Bowl party, then, thanks a lot. I'll see ya. Bye.

Transcript of the Meeting between Tiffany (Consultant) and David (Customer)

Tiffany:

For background, our group, as part of our data driven marketing decisions class, are interviewing weed consumers for our client Newdia, just to get a general sense of consumer preferences and general weed consumption. So there are no wrong answers, and if there's any questions you don't feel comfortable answering, you can just not answer. Okay, so how often do you consume weed?

David:

Currently on the weekends. On Friday and Saturday, mostly.

Tiffany:

Okay. Is there a preferable type of consuming weed, like smoking, edibles, vape?

David:

Edibles suck. Smoking is kind of like a last resort, mostly for like health reasons. I have tried vape that I really enjoy using. I also hate the wax stuff in terms of vaping, like, not a fan.

Tiffany:

Okay, what usually triggers your weed purchases?

David:

I guess wanting to relax after a super long, stressful week.

Tiffany:

Do you usually stock up?

David:

When I was consuming a lot in the past, like yeah, I would stock up, cause I was going through it super, super fast. But now that it's mostly on the weekends, I guess still a little bit, I only buy like an eighth at a time now or like or if I have like an impulse purchase, it's just like buying one.

Tiffany:

Got it. So would you say that you're consuming lead mostly for recreational purposes or medical purposes (like for migraines)? Or does it help you focus? Like what are the benefits that you feel?

David:

It definitely does not help you focus, let me tell you that from years of experience. Probably both recreational, and from the medical side, it helps with anxiety a lot. This actually did happen where, like last year, I hurt my back super bad, or I hurt my neck sleeping, and smoking actually kind of helps me not be in pain.

Tiffany:

Okay. I've heard that, too. So, would there be any alternatives, if not weed?

David:

No, weed is great. Weed is amazing.

Tiffany:

How would you describe your overall perception of cannabis and its users? Like, do you think there is any social stigma?

David:

I think the social stigma has been going away with the recreation of or like the legalization of cannabis across the states. I will say, though, that given the legalization and more openness of it, I do think that America might be smoking too much. And I'm like part of the problem, too, so.

Tiffany:

So if cannabis was more socially accepted, do you think your consumption would increase? Or that doesn't really matter to you?

David:

Probably. My girlfriend's definitely a giant hater, which is like one of the biggest limiting factors. But also maybe not really, because when I did consume a lot, it got to the point where, you know the stigma stoners, like you're not even really high anymore, but when you're not high, you feel bad. And I definitely do see that problem a lot among chronic smokers. For me personally, I would probably still smoke, but I am also personally trying to limit it so I don't hit that chronic usage stage.

Tiffany:

Okay. Do you feel judged when shopping for cannabis? Like you mentioned how your girlfriend is not a big fan, but how about your family, your friends?

David:

Well, I have an Asian family, so I would never tell them that I'm purchasing cannabis. But among friends, no, I don't really care.

Tiffany:

Okay. What do you look for when purchasing weed? Are there any certain criteria?

David:

I'm much more into taste.

Tiffany:

So there are different flavors?

David:

There are different flavor profiles. I hate the gasoline profiles, I think those are gross. I really do prefer the fruitier ones. When I was in St. Louis, one of my favorites was a blueberry flavored one. it's still usually my go-to. But recently I found this company, Jeters. They created like a pina colada flavor. Oh my God, it's so good.

Tiffany:

Wait, that sounds really yummy.

David:

It's actually one of my favorites, it's so good.

Tiffany:

Oh, interesting. Sometimes when people vape, you can smell the sweeter flavors, so I guess it's the same thing with weed. And do you care about price?

David:

Yes.

Tiffany:

Okay, but quality versus price?

David:

Honestly, the THC concentration is so high that it doesn't really matter. It's probably more price sensitive. I think with weed being at the lowest cost per gram ever in Massachusetts, it's definitely one of the main factors of continued purchase. For example, this dispensary next to my house has like daily preroll deals where a gram preroll it's four dollars, which is unheard of, like that's so cheap.

Tiffany:

What are usual prices compared to that? Or what is the most you would spend for weed?

David:

For quantity wise, like an eighth, I probably wouldn't spend more than \$30 to \$40. For a gram, probably nothing more than \$10 to \$15.

Tiffany:

Okay, so you mentioned you like to purchase from the store near your home and I know you purchase from Newdia as well, so do you think there's a lot of brand loyalty?

David:

Not really. To me, it's whatever's convenient and has the best deals. I really like Newdia because they had a student discount. It was buy one, get one, or 10% off. Same thing with the one by my house, it's the most convenient and they also have deals all the time, too.

Tiffany:

So how do you find out about these deals? Do you follow them on social media or do you just drop by?

David:

I just drop by.

Tiffany:

Okay, since our client is Newdia, I'll ask you a little bit more about that. So what led you to Nudia in the first place?

David:

I needed weed, and I was at Questrom.

Tiffany:

Okay, and how often have you visited this store?

David:

Ten times maybe.

Tiffany:

Okay, ten times since you've started school here, so like about six months.

David:

Yeah.

Tiffany:

Okay, and any reason you would choose Newdia over other dispensaries?

David:

Honestly, the student discount. The student discount is huge.

Tiffany:

Is that an ongoing thing?

David:

So when I first found out about it, they said it was only for the month of October. But I guess it was super popular, so they kept it around. I think when I went back in January or December, they still had that deal going, so they might have just continued it.

Tiffany:

Got it, and does Newdia feel like a social space to you?

David:

If I'm gonna be honest, I've never spent more time in there than I had to.

Tiffany:

Okay, so just to purchase weed.

David:

The popcorn was nice on Halloween, but that's about it.

Tiffany:

Would you consider a weed delivery service? Would that be more convenient?

David:

That would be more convenient, but again, I'm pretty price sensitive. With the amount of dispensaries that are popping up, if it's gonna cost me, like a delivery fee, or if it's gonna take super long, I might as well just go down the street to the one closest to my house.

Tiffany:

Okay, got it. Have you recommended Newdia to a friend?

David:

I have because they had student discounts.

Tiffany:

Okay, and how was the staff there? Were they helpful?

David:

Yeah they were helpful.

Tiffany:

Do you face any difficulties in purchasing weed or anything you don't like about the experience of purchasing weed?

David:

I think for me, sometimes, I don't know what I'm going to buy when I walk in. And I'm not the biggest fan of scrolling through the tablets by myself. I kind of like interacting with the employees to get their recommendations. I feel like some of the times I went there and I told them I was purchasing, and they just kind of sent me to the tablet. So the dispensary next to my house, they have like a booklet of everything that they have that you flip through and I'm able to talk to the staff there. I think I prefer that experience a lot more over just being sent to a tablet.

Tiffany:

Okay, so you prefer more of like the human connection. And have you ever regretted a weed purchase?

David:

Kind of, yeah. Like I said, I prefer more of the fruity, citrusy or like aroma flavored in my cannabis flower, and sometimes when the recommendation and the flavor profile is not what I enjoy, like that gasoline type, I'll regret it.

Tiffany:

Okay, so mostly if the product doesn't suit your taste or what you were expecting out of it. Is there anything that you would say could improve your ideal dispensary experience?

David:

I think for the most part, it's pretty efficient. I do enjoy seeing, like some stores have the different trims of marijuana on display. I think that's pretty cool. Oh, I don't think Newdia does this, but at another dispensary, they kind of let you smell the weed before you purchase it, which I thought was really nice, because it kind of helps with that flavor profiling. That would be a nice experience to add.

Tiffany:

That's really cool, I know that some stores do that with coffee beans as well. Okay, I think that's all. Do you have any questions for me?

David:

Can you give me weed?

Tiffany:

Okay, thank you for your time.

Transcript of the Meeting between Soleha (Consultant) and Dhruv Customer)

Transcript:

[0:00] Speaker A: Okay. How would you describe your overall perception of cannabis and its users?

[0:06] Speaker B: Well, I think it's an awesome substance. I've been using cannabis for over eight years now. It started off as recreational, but then I started to appreciate the nuances that are in cannabis, the different strains and the science that actually goes behind growing cannabis. As pretentious as it may sound to some people, I feel like it's really something that's no less than art. Getting the right string, making sure that you have the right recommendations for your users. It's all in art to me.

[0:41] Speaker A: When was the last time you consumed weed? Do you have a way?

[0:49] Speaker B: No, I don't know.

[0:50] Speaker A: Well, is there a preferred way of using it? Vape.

[0:54] Speaker B: That has changed over a period of time. So I was first into flowers and buds and just rolling a joint, but then later on I progressed to hash and hash oil and now I'm on vapors. So you see them in vape cartridge formats. This is probably, to me the cleanest way of ingesting weed. It gives me a preferred hit and I find that I'm much more in control with this.

[1:23] Speaker A: Okay, what triggers your weed purchases?

[1:29] Speaker B: Oh, gosh, that's a good one. A couple of things. Number one, I don't like running out of stock, so I usually always have something on me at hand. I try to time my purchases. I also prefer convenience over cost. So to me, going all the way to a store and then purchasing something is much more time consuming and as compared to some ordering something online. I know there are a couple of providers right now who offer those services and I prefer those methods. So door to door delivery, that usually takes care of the hassle for me.

[2:07] Speaker A: Lovely. What led you to Nudia, the one at Fenway?

[2:12] Speaker B: Oh, Google revenues. I was checking for exactly this, you know, convenient delivery of cannabis at my place. There were two main options that showed up. I'll deep dive a little bit into the second one. That's actually quite interesting. So the two were New Deer and the other one was Zipran. So Zipran is like a delivery service but for cannabis. So they. It's not just one store. They collaborate across multiple different stores. So you can take your pick. But they of course have some in house brands as well. I'll talk a little bit more about that too, in case you want that. But Nudia, I preferred that because it was probably one of the most. I saw it as a

sponsored Google Google listing. Then I found the website, I found the interface to be quite clean. I checked out the Google reviews. Overall, there were More positive reviews than negative ones. And it seemed like there were a couple of people who were there who I could specifically talk to who had the kind of knowledge that I needed for my needs at the time. I did find the first part of the process a little bit more time consuming, but once I was there, the experience was pretty smooth. The staff was great to work with. I also like the fact that New Year has plenty of space, so it never feels crowded. And I think that's the kind of vibe that they were going for. I like the games over there. I've never really stuck around long enough to play one, but I found them on the slightly more expensive side. I feel like if you want a vibe like that where people can come and chill, it should be something that they don't have to worry about the time for. So. But I can see why it would also impact their business because then all of a sudden people start sticking around and the vibe that they're trying to create maybe goes away. So I'm not entirely sure why that's the case, but that's just a personal preference at that point. That was the initial way how I found New Year. But recently I have been preferring Ziprin. In fact, my last order shifted from New DEA to Ziprin. And the main reason for that was convenience. They I think are having some new user discounts. I was initially skeptical about it because it's a platform that I've never heard of before. But I tried it once, low cost approach. Just maybe ordered a couple of joints online and you know, tried to experiment with it. I found the experience to be quite smooth. Okay, so that's, that's one of the reasons why I'm preferring them right now. Nudia used to run quite a lot of discounts and offers and stuff with convenient delivery, but to me that experience has not been the case in the last couple of orders at least. Okay, did that, I hope that helped.

[4:54] Speaker A: That help you answer like 10 questions at once. That helped a lot. Yes. So what I'm hearing is you would prefer a delivery service. Like if Nudia were to offer one, would you shift?

[5:04] Speaker B: They had one. It's just not very convenient. Okay, so I've tried it a couple of times. What you need to do is order ahead of time. So for example, if I want something tomorrow, that quite difficult. They do have next day delivery, but it's usually quite difficult to find slots. Ziprin on the other hand, I can get like place the order right now, I can get it in the next two hours. It's insane.

[5:28] Speaker A: Interesting.

[5:29] Speaker B: Okay, so it's the fast delivery model that's getting to me right now. I don't know how much cash they're burning in order to do that or sustainable approach. I'm just saying that maybe they're trying to capture new users in this world.

[5:42] Speaker A: Does Ziprin have a location in Boston?

[5:45] Speaker B: No, I think they are collaborating across different and then they are just arranging the delivery part of it.

[5:52] Speaker A: Do they collaborate with Nudie at all?

[5:54] Speaker B: I think they have that. So Dime Industries is a brand that sells both on Nudea and Zip Room. So I think Nudia is listed but I'm not entirely sure that's okay.

[6:06] Speaker A: What kind of. I I did hear rewards and royalty and discount programs and is that something that's attractive to you? Like would you keep coming back if Nuria had that?

[6:16] Speaker B: Yeah. So I. I am big time on rewards and points so I still have, you know, my frequent purchase points back in Bozeman and I every now and then place an order just so that I don't lose those points even though I'm not actually there right now. Rewards and points? Yes. It's not about the fact that whether you would use it at a later point or not, it's just cool to have. So I like having those member points and having a go to place. Nudea definitely has the vibe for it. It's just not convenient for me right now.

[6:50] Speaker A: And in just sense of the cannabis products and ranges and lines, how do you discover those? Do you like read up on them? Do you listen to podcasts? Just go door to door to inform yourself what. What's the new thing in the market?

[7:02] Speaker B: Oh gosh, I. I could go on and on about that. So I used to have my own setup back in India. It's probably not legal to say it while it's being recorded, but we'll skip that. I'll cut it out and post edit.

[7:19] Speaker A: I don't know, I'll cut it out.

[7:22] Speaker B: I have a certain degree of appreciation for the entire process because I've gone through that process. So I do like to keep myself updated about the different trends that are going on, the different strains that are available. And I like to test new products as well. In fact, I take my reviews pretty seriously on things, so I will make sure that I test product pretty well before I recommend it to anybody. And I've been fortunate enough to have people experience their first time using cannabis with me. All in all, it's been mostly a positive experience for them. So I do try to keep myself as informed as possible about the industry trends, etc. In terms of where I do my research, it's mostly either YouTube videos or following a couple of people who I know have been in the industry for quite some time. I also do like to check out new places in or around town to see what kind of strains they have. A lot of the times they have strains that are from local producers and it's not. It's kind of similar to specialty coffee. Sometimes you come across a hidden gem, sometimes you maybe find a bust. But it's quite interesting that way.

[8:33] Speaker A: We should have taken a coffee client. I feel like you would have so much to add to it. Weed is great too. Weed is great too.

[8:42] Speaker B: It's a good combination, you know, I.

[8:44] Speaker A: Mean, is there a way of mixing coffee and weed together?

[8:47] Speaker B: I've been trying to do that for a while now.

[8:49] Speaker A: Really?

[8:50] Speaker B: Not for now, but yes.

[8:51] Speaker A: You gotta tell me later about this.

[8:53] Speaker B: Sure.

[8:53] Speaker A: Do you follow any cannabis brands on social media? Are you like a big social media following.

[9:01] Speaker B: At the moment? No, I don't follow any specific brands. I follow people who have their own setup. So it's, they have their own in house brands that. But it's, it's more of like a mom and pop shop or local stores. They don't have a very heavy online presence or I wouldn't necessarily call them, you know, high, high value players.

[9:21] Speaker A: Okay, you mentioned you've, you've been there for people who've had it for the first time. So to follow up on that, have you recommended Nyodia to anybody and being like, oh, there's this place at Fenway you could go.

[9:33] Speaker B: I have actually. So it wasn't particularly a new person per se, but like my neighbors downstairs, they're also, you know, avid smokers and they were the ones who first told me that there is one particular store out in Rockland that offers pretty cheap weed and stuff. And of course you can get weed for cheap, but you can't really get good, good weed. Yeah, you know, you gotta, you know, hedge your bets. And I went to New Year, I had a good experience over there and I recommended it to them and they've been buying their assets.

[10:04] Speaker A: Okay.

[10:04] Speaker B: So I actually could converted somebody into.

[10:09] Speaker A: If you had to convert me, like, how would you sell it to me? Be like, you know.

[10:14] Speaker B: Gotta know your vibe a little bit more. Like, what do you prefer if you're smoking out?

[10:19] Speaker A: I'm a new user, I've never smoked before. Like, how would you.

[10:22] Speaker B: Oh, all right. Well, with new uses, my experience has been typically they want an environment that's safe, you know, which feels comfortable enough to try new stuff. You definitely want at least one or multiple people around who know what they're doing. And this is not their first rodeo. And when I say not the first rodeo, not in terms of smoking, in terms of handling people who aren't smoking the very first time, because it can go in one of different ways that that would be the other one. And I would also recommend that you have plenty of space around you so the environment should definitely not feel dingy. And for those reasons, Newdea checks off every single one of those boxes. And a lot of the times it happens that people are not really into hybrid or indica. They don't really want something that slows them down. They want something that kind of pumps them up so they can do maybe some activities or some stuff. And for those reasons also, Newdea kind of checks the box. The place where Newdea is currently located is probably one of the more ideal locations. So even if you feel like you're tripping too hard or you don't really know how you're going to get back, the train station is really, really close. So Khakoot is quite easy. I mean, multiple different reasons why I would recommend New Year to people who are trying it for the very first time, but specifically as an in house experience. So over there you consult with them and you let them take you through the process.

[11:51] Speaker A: Great. I want to talk about the social aspects of cannabis use. If weed was not available, what would your other alternative be?

[12:01] Speaker B: Well, I used to smoke a lot before I used to smoke weed and I kind of cut down on that. So I'm guessing that I would probably go back. I'm not entirely sure they both feel very different at this point in time, but I don't really have any other major alternatives besides I don't really smoke up to. It's not a necessity per se, it's more of a convenience factor. So I think if it wasn't legally available, I might reduce or just cut off or maybe go back to smoking one of the two. I don't know.

[12:35] Speaker A: Does the social aspect of what surrounds weed like affect your purchasing habit or you don't care what people society, especially because you've moved countries now. So sometimes there's like different cultural and cultural aspects to it.

[12:50] Speaker B: Absolutely. I've always been a strong advocate of it. I do feel like people should at least give it a try in their life once, but to each their own. I know there's a social construct around it, people don't really like to talk about it. People like keep it hush, hush. I just feel like everybody has a different experience with things. Yeah.

[13:09] Speaker A: If you had to, I know you talked about this, but if you choose between price and quality, would you go for quality?

[13:15] Speaker B: Oh, 100%. Any, any day.

[13:18] Speaker A: Okay, so you're not a price sensitive consumer when it comes to wheat.

[13:22] Speaker B: There's a tipping point, sure. But that's only because I know what's there. I've been doing this long enough, I've been smoking long enough to know what price goes for what. So there's definitely a threshold for me. Like I don't like being overcharged for stuff, but I wouldn't mind paying a fair price at all.

[13:41] Speaker A: Okay, what is a fair price to you? Like in terms of like, that's like if you, if you had to be like, oh, this is a really good weed. I get this all the time and it lasts me. How long and how much would you pay for it on average?

[13:57] Speaker B: Speaking in terms of like vaporizers right now? Because this is the product that I'm using, a 2ml vape that is disposable. Lasts mean I don't know, 15, 20 days at max. And I spent about 90 bucks on this one. I think that's cheap. A fair price for this for me would be anywhere in the range of 100 to \$110. And that's the asking price, that's the retail price for that car. I think that's a very fair price. But this is the thing that I have found that suits me after quite like after a while of testing, most people when they hear \$1, they think, oh my God, that's expensive. Well, it's the thing that I'm buying. This is 96% potent. When somebody might even go for something that's 20%, 30%, most people stop at that point.

[14:52] Speaker A: Okay.

[14:53] Speaker B: So I don't really need a lot of it, you know. Okay. It's just because I'm a heavy consumer. So from that angle, I think this is a fair price for this. But for most users who are starting off, a fair price to me would be maybe anywhere between 25 to \$30 or if you're pushing \$35 for an eighth of nuts.

[15:15] Speaker A: Okay. And so I'm thinking, I'm listening. The more potent, the more expensive.

[15:20] Speaker B: Ideally that should be the case. That's how I perceive it. Just because the extraction process is a lot harder. It's the, the amount of stuff that you can get when you get to that level of extraction is extremely low. So I might have to actually spend an ounce of wheat just to get maybe 2 ML of this.

[15:37] Speaker A: Okay. Before you start consuming weed, did you have a perception of people who consumed meat? Was that attractive to you and you wanted to.

[15:45] Speaker B: Oh, I found them really cool.

[15:47] Speaker A: Okay. Okay. And is this, like. What was this, like, environment? Was it school, high school, college, Workplace?

[15:54] Speaker B: Mostly college. So before college, second year. Oh, actually, smoking was the tipping point, I'd say. When I started smoking, up until that point, I was like, oh, my God, that's taboo. We don't even think about it. It's so far off. In the second year of college, I started

smoking, and then I got used to feeling. And then I tried meat for the very first time, and it was completely different. That was a tipping point for me. And I was like, wait a second, this feels different, you know? And I started getting into it a little bit. That's. That's how I kind of got into stuff.

[16:26] Speaker A: And in terms of your lifestyle, is it more recreational? Just pain relief, socializing, productivity? Like, how do you associate taking weed with that? Does it help you concentrate more in homeworks or some of that thing?

[16:40] Speaker B: I usually try to find the purpose first before consuming it, if that makes sense. There's not one thing that I use it for if there's multiple things. Like you said, we can be used for a variety of different reasons. I think it's more dependent on what I'm trying to do in that moment. For example, if I want to sleep, but I can't sleep, I would probably smoke an indica and then maybe use that to head to bed. If I'm feeling a little bit more productive or if I want to focus a little bit more, then I would maybe smoke Sediba. So I usually base it on the use case. But all of the above, what you've mentioned, I kind of use them all for that.

[17:17] Speaker A: Okay, that's nice.

[17:18] Speaker B: But different things for different purposes, I suppose.

[17:20] Speaker A: Is there anything you don't like about purchasing weed?

[17:25] Speaker B: The regulations around it are still too.

[17:27] Speaker A: Much for me in Massachusetts or just.

[17:33] Speaker B: Yes, I have purchased weed in Bozeman, Montana. I have done it in Philadelphia. I have done it, I think, even outside of the United States. But that's not really a fair comparison, so we let that go. But Boston has probably been one of the more harder ones in terms of purchasing. The regulations are.

[17:54] Speaker A: I don't really like them in terms of just. If someone like me who has no knowledge about. Is that just like age Wise or like, do you have to show a lot of documents or.

[18:04] Speaker B: Yeah, I think the documents is one of the things. Plus, at the same time, the issue is not documents. The issue is retention of those documents. So if you go in Montana, you can present your passport once, they'll create an account for you, they'll maybe give you an ID and stuff. And now that ID is valid, so you don't necessarily have to carry your passport every single time you're visiting. I think that's also the reason why I prefer door to door delivery, because I don't like the idea of taking my passport with me or an ID with me every single time I travel with, you know, potential of losing it. So that's one of the reasons why I don't prefer it. The other one is taxation. Of course, it changes the value that you're paying at the end drastically. You would think that you're getting a really good deal before taxes and all of a sudden they

come into play and you're like, I've been wrong. And the issue with that is that it's not that I mind paying taxes, it's just that nobody is winning in this and that I'm not getting a good deal. The person who's selling it is not making money either. It's the government who's making money. And they've done nothing to facilitate this transaction. They've not made it any easier for, you know, me as a customer or them as a seller. There's tons of regulations for the sellers as well before they can even get their product out there in the market. So for me as a consumer, it's not that intense. So I don't think people who are buying it for the very first time would completely understand the regulations part of it. But Massachusetts in general has been pretty rigid with suppliers as well in terms of the standards that they have to maintain the kind of product that they're putting out there in the market. Sure, it's for the safety of the audience and the public, but.

[19:55] Speaker A: I guess that's. You answered like five questions. That's great. Would you ever feel uncomfortable shopping for weed in a dispensary? Does that just have to do with passports and regulations or socially or psychologically, you would feel uncomfortable walking into a weed store and buying cannabis?

[20:09] Speaker B: I'm yet to encounter a scenario like that. So far, there's been no weed store where I have felt unwelcomed or fed awkward glances, any of the things. Most of the people who smoke weed are quite safe.

[20:25] Speaker A: Do you think a barrier To I guess trying weed is having disposable income.

[20:31] Speaker B: Given that it's priced 100%. Yes. There's two reasons to it. Yes. Having access to weed is actually not that difficult, especially when you're allowed to grow it inside your home. It's just that growing weed is a lot of hassle. So my point to that is always, do you have the money? Yes. Okay, awesome. You can save time. If you don't have money, then spend time instead. So maybe have your own setup, etc. So access to wheat is not an issue. I don't think that that's the concern over here. But disposable income in particular does give you access to finer goods, if that makes sense. So if you're just into flour, then you can probably grow it out of your own setup. But if you want something like a hash oil, then you need equipment for that and you gain access to that with disposable income. So if that makes sense.

[21:28] Speaker A: No, it might. It does. And last question. Would you be interested in like if New Year would had private events or tastings, would you.

[21:37] Speaker B: Would that make you want to do these things? Right. I think they already used to do that.

[21:42] Speaker A: I think they stopped now for a while. But if they were to attract and wanted to more people to come back to them because you're a customer but not a often repeat customer, so what would they have to do differently if they wanted you back? Like what would it hold you back?

[22:00] Speaker B: Well, me personally, I. I don't know if I'm the core audience for them because I prefer door to door delivery. I don't think that's the model. But if I was and you know a person who like to go for experiences like that and maybe shop. Yes, tastings would help. More notifications around events would help. Putting them on more visible platforms like Eventbrite or maybe other platforms which actually have a lot of event listings that would help. Marketing plays a huge role into this. There's tons of games that are happening almost every single week. I think nude. I can find a lot of potential customers in those settings. So if they were introducing branding in those directions or maybe partially sponsoring some of those events, I think that could also potentially help get the word out.

[22:58] Speaker A: And then if they did have a door to door service, same day, same time delivery.

[23:03] Speaker B: Oh, I would take.

[23:04] Speaker A: Yes, you would switch back.

[23:05] Speaker B: I would definitely switch. They have a wider selection and a better one at that.

[23:11] Speaker A: Well, convenience is what matters at the moment. Yes, those were all my questions. Thank you so much for being such a lovely, lovely interviewee. Thank you. And just to confirm, I have your consent to have this recorded?

[23:25] Speaker B: Absolutely. Apart from that one bit where I confessed to something.

[23:28] Speaker A: Yes. I hope I'm gonna exit out. Don't worry. I was like, okay, this is going in a direction. I don't think this needs to go.

[23:36] Speaker B: Yeah, I missed that. Okay.

[23:39] Speaker A: But thank you. Have a great evening. Yeah. Have a really good weekend.

[23:45] Speaker B: Well, I wish you luck with the case and have a nice day.

[23:47] Speaker A: Thank you. Bye. Bye.

Transcript of the Meeting between Riddhi (Consultant) and Zoe (Customer)

Speaker 1 0:01

So when was the last time you consumed weed? Saturday. Okay, and in what way do you consume weed, or do you prefer to consume it edibles? It

Speaker 2 0:13

depends on what I'm doing, but edibles when I just want to, you know, have, like, a nice night at home, just like staying in the nut or anything, I'm gonna go out, I prefer joints, because you kind of can control it more, but then your fingers in as well.

Speaker 1 0:31

Okay, and is there something that triggers your weed purchases? So is it like an event or

Unknown Speaker 0:39

no, it's more social, okay?

Speaker 1 0:43

And do you usually consume it alone or with others, okay?

Unknown Speaker 0:50

And

Speaker 1 0:52

did you purchase a specific product when you visited nudia? Yeah, okay, wild, wild, wild, okay. And then, just generally, what do you look for when purchasing weird?

Speaker 2 1:10

I try to buy from places that are good at kind of regulating their products, so I know it's safe. Obviously it's, you know, it's hard to kind of like 100% guarantee, because, yeah, and then I basically, I really just go off the recommendations of what other people tell me. Okay,

Speaker 1 1:32

and are there any like, specific factors that would influence your purchase decision? It's like, price, brand, anything,

Speaker 2 1:41

I guess price and brand, and I typically just stick with like, the same like brands that I've had before. I don't typically venture out. But, okay, yeah, I guess it depends on like, how interactive it is, too, because usually at dispensaries, you're not really talking to someone,

Speaker 1 1:56

Okay, gotcha. And do you tend to purchase from multiple stores, or do you have a preferred store typically go right in front,

Unknown Speaker 2:11

but since I don't do it that often, like,

Speaker 1 2:17

Okay? And do you have a specific budget for your purchases?

Speaker 2 2:23

I try not to spend more than 30 bucks. Okay?

Speaker 1 2:34

And I think you kind of talked about this, but is So would you say brand loyalty is important to you, when you're choosing a dispensary, no good. And okay, so when you visited nudia, did it feel like a community or a social space? Yeah. Okay,

Speaker 2 2:59

how So, table, yeah, and like, the cornhole, obviously, it was, like, on a Monday, so yeah, not a lot of people there, but it was a very, very large space, which was intimidating at first, but yeah, no, it seemed, it seemed very like there's a lot of stuff to do. I think there was, like, an area in the back that I didn't go into. Okay, I'm not sure what's back. Okay,

Speaker 1 3:26

interesting. Okay, and how would you feel about a delivery service if a store offered that?

Speaker 2 3:34

Oh, yeah, that would be cool. Would you

Speaker 1 3:38

would you prefer that over or would you still prefer going

Speaker 2 3:41

just because I live so close to the one in front, so close to the other one, because of where I am? Just easier. It's just easier and I don't have to pay the delivery, yeah, gotcha for someone who

Unknown Speaker 3:54

doesn't let this close. Okay?

Speaker 1 4:01

And did the social atmosphere at nudia in any way influence your purchase habits? Okay? But I

Speaker 2 4:10

also went, I didn't go with anybody, like, yeah, like, play any of the games or anything, because it was like me,

Unknown Speaker 4:16
of like, three other people, yeah, fair.

Speaker 1 4:19
Okay. Would you recommend it to a friend? Yeah, sure, yeah, okay. Is there something specific you could recommend about it if you were recommending it to

Speaker 2 4:34
a friend? I guess I liked how they had like, because sometimes you're like, ordering like, from an iPad, and like, everyone can see, like, what you're ordering, and it's kind of like a very like public thing, but I don't know, I mean, it was just like, maybe the iPad that I specifically used, but it was kind of like separate, like, oh yeah. It was like a separate room. It was

Speaker 1 4:55
like a little cove, yeah. Like, not so public, yeah. Yeah, I felt

Speaker 2 5:00
kind of like it was nice to be the kind of, like, removed from, like, the main, like, lobby type area. I don't really know what to call it. Got it, but, yeah, like, I didn't have any, I liked how I didn't have anyone, like, looking over my shoulder.

Unknown Speaker 5:16
They leave you alone. They like, let you okay. That's nice. Yeah, you pick it up. That's nice. Okay,

Speaker 1 5:26
would a rewards or loyalty program keep you coming back to a specific store?

Speaker 2 5:32
I guess I don't know. I don't I again. I don't like, I don't buy things often enough for them to like, be something worthwhile.

Speaker 1 5:39
Okay? And how do you tend to discover new cannabis products your brother? Okay, so recommendations from someone you know, okay? And how would you compare nudia to other dispensaries you visited? It's just huge, especially for Boston. Okay, how helpful and or knowledgeable Did you find the staff over there?

Speaker 2 6:09
I did not ask them any questions, but they seemed like nice, genuine people who were just, you know, didn't seem like, I don't know corporate. I corporate, okay.

Speaker 1 6:26

Do you follow any cannabis brands or dispensaries on social media? No, okay. Would you how likely are you to engage with nudia on social media? I there would you be interested in private events, tastings or cannabis related experiences at New Year? Probably not. Okay. Do so a couple more, like general cannabis usage related questions, do you use it for recreational or medical reasons or both, both? Okay, if you had to choose between price or quality, which would you prioritize quality? Okay. Fair. Have you ever felt judged when shopping for cannabis? No, good, okay. Is there anything that you don't like about purchasing weed? I don't

Speaker 2 7:41

know. I feel like, I feel like sometimes, because I don't buy it often enough, and I'm like, I'm genuinely, like, not really that knowledgeable about it, just in general. So sometimes I feel like a bit like, out of place. Like, do I even have, like, a right to, like, be interesting? But, like, Yeah, Id, I'm like, I have before, yeah, only like a, you know, just given, yeah, but yeah, so sometimes, but, like, I think that's just, like a

Unknown Speaker 8:09

mild personal thing, Gotcha, okay.

Unknown Speaker 8:14

Do you face any difficulties when purchasing weed? Like,

Speaker 1 8:19

what? Just, I don't know anything, like, Okay, what's one thing you wish nudia would change,

Unknown Speaker 8:39

like the staff?

Speaker 2 8:41

Okay, oh, really, that's interesting, actually. No, I think there was, there was one I saw one moment, okay, but there was like, there's a lot of, okay, okay.

Speaker 1 8:57

What is your biggest complaint about dispensaries in general, if any,

Speaker 2 9:07

I've never had, like, a bad experience. They were very nice.

Speaker 2 9:20

That was more like, I was, like, ordering coffee, but it was like, oh, okay, which was a different that's interesting, yeah, like that, maybe a bit better, but also, like, that's like a smaller, like, not as much demand.

Speaker 1 9:34

Okay. And last question, in an ideal world, what would be your ideal dispensary experience.

Unknown Speaker 9:47

It's fine the way it is. I don't have to, like, over communicate or,

Speaker 2 9:50

like, have a drama conversation with someone. I can just click a few buttons and then pick it up. Just get what you need. Everyone I've talked to what any dispensary has been. Supremacist, yeah, nice, okay, thank you.

Unknown Speaker 10:05

That's all I have.

Transcribed by <https://otter.ai>